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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/821,003	03/29/2001	Vijay Mayadas	13372-102	8520

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EXAMINER

NGUYEN, HAI V

ART UNIT	PAPER NUMBER
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2142

DATE MAILED: 07/09/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/821,003	MAYADAS, VIJAY	
	Examiner	Art Unit	
	Hai V. Nguyen	2142	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 29 March 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-11 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-11 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This Office is in response to the application filed on 29 March 2001.
2. Claims 1-11 are presented for examination.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102(e) that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

The changes made to 35 U.S.C. 102(e) by the American Inventors Protection Act of 1999 (AIPA) and the Intellectual Property and High Technology Technical Amendments Act of 2002 do not apply when the reference is a U.S. patent resulting directly or indirectly from an international application filed before November 29, 2000. Therefore, the prior art date of the reference is determined under 35 U.S.C. 102(e) prior to the amendment by the AIPA (pre-AIPA 35 U.S.C. 102(e)).

4. Claims 1-11 are rejected under 35 U.S.C. 102(e) as being anticipated by **Olivier**, US patent no. **6,480,885 B1**.

5. As to claim 1, Olivier teaches substantially the invention as claimed, including a computer-implemented method for providing a targeted message to a user, comprising the steps of: receiving a targeted message and an associated target profile (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53*); comparing said target profile to stored user profiles (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*); associating matching user profiles with said targeted message; comparing an accessing user to said matching user profiles (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8,*

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lines 8-44; col. 11, lines 1-57); and, if a match between said accessing user and said matching user profiles is found, providing said targeted message to said accessing user (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 1, lines 11-57*).

6. As to claim 2, Olivier teaches further the steps of:

providing a target profile tree (*a set of web pages*) (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*); and

building said target profile using said target profile tree in response to specifications associated with said received targeted message (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*).

7. As to claim 3, Olivier teaches, wherein said target profile tree is a tree of web pages (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 1, lines 11-57*).

8. As to claim 4, Olivier teaches, wherein the step of building a target profile comprises stepping through said target profile tree, each step in response to input from a user (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*).

9. As to claim 5, Olivier teaches, further the step of reporting a count of user profiles matching said target profile (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*).

10. As to claim 6, Olivier teaches, further comprising the steps of: re-comparing periodically said target profile with said stored user profiles; and associating matching

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user profiles found in said recombining step with said targeted message (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*).

11. As to claim 7, Olivier teaches, wherein said step of associating further comprises storing said user profiles with said targeted message in a database record (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*).

12. As to claim 8, Olivier teaches, wherein said step of associating further comprises creating links from said user profiles to said targeted message (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*).

13. As to claim 9, Olivier teaches, a system to provide a targeted message to a user having a user profile, comprising: a target profile builder to build a target profile in response to a received targeted message (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*); a user profile repository to store user profiles; a search system to search said user profile repository for matches to said target profile (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57*) ; and a targeted message repository to store the targeted message and associations to matching user profiles, said targeted message repository to be search with said search system in response to access of the system by a user whereby the targeted message is provided to said user if a match in said targeted message repository is found (*Olivier,*

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Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57).

14. As to claim 10, Olivier teaches, wherein said targeted message repository further comprises at least one database record to store said targeted message and said matching user profiles (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57).*

15. As to claim 11, Olivier teaches, wherein said targeted message to repository further comprises at least one database record to store said targeted message and links to said matching user profiles (*Olivier, Abstract, col. 3, lines 6-32; col. 5, lines 23-46; col. 6, lines 7-53; col. 8, lines 8-44; col. 11, lines 1-57).*

16. Further references of interest are cited on Form PTO-892, which is an attachment to this action.


17. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hai V. Nguyen whose telephone number is 703-306-0276. The examiner can normally be reached on 6:00-3:30 Mon-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jack Harvey can be reached on 703-305-9705. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Hai V. Nguyen
Examiner
Art Unit 2142


JACK B. HARVEY
SUPERVISORY PATENT EXAMINER

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